#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TEW

Applicant:

Steve Grove et al.

Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE

**SYSTEM** 

Docket No.:

2043.102US1

Filed:

August 25, 2003

Examiner:

Cam Y T Truong

Serial No.: 10/648,125

Due Date: September 18, 2006

Group Art Unit: 2162

MS Petitions Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

We are transmitting herewith the following attached items (as indicated with an "X"):

X Petition to Withdraw Holding of Abandonment Under 37 C.F.R. 1.181 (2 pgs.).

X A copy of the documents filed July 10, 2006, along with a copy of the date-stamped postcard (18 pgs.).

X Return postcard.

If not provided for in a separate paper filed herewith, Please consider this a PETITION FOR EXTENSION OF TIME for sufficient number of months to enter these papers and please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

Customer Number 49845

Atty: Larry J. Johnson

Reg. 240. 56,861

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: MS Petitions, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on this 1 day of August, 2006.

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Signature

S/N 10/648.125 AUG 1 4 2006 PATENT

## IN THE CNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Steve Grove et al.

Examiner: Cam Truong

Serial No.:

10/648,125

Group Art Unit: 2162

Filed:

August 25, 2003

Docket: 2043.102US1

Title:

METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-

BASED COMMERCE SYSTEM

## PETITION TO WITHDRAW HOLDING OF ABANDONMENT UNDER 37 CFR 1.181

MS PETITIONS Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

A Notice of Abandonment mailed July 18, 2006 for the above-identified patent application was received by our office on July 21, 2006. The Notice alleges that Applicants failed to timely file a proper reply to the Final Office Action mailed January 9, 2006 by the sixmonth response deadline of July 9, 2006.

Applicants respectfully disagree. Because the six-month date fell on a Sunday, the deadline for filing a response was Monday, July 10, 2006. Applicants filed a Request for Continued Examination (RCE) together with an Amendment Under 37 CFR 1.116 and Petition for Extension of Time on July 10, 2006, with a signed Certificate of Mailing reflecting the same. In return, Applicants received a PTO-stamped postcard acknowledging receipt of the submitted response by the USPTO and date-stamped July 12, 2006. True and accurate copies of the documents mailed July 10, 2006, along with a copy of the PTO-stamped postcard are enclosed. Therefore, Applicants submit that the response was timely filed and respectfully requests reconsideration of the holding of abandonment.

It is believed that there is no action or omission by Applicants to support a holding that the above-identified application was or is abandoned. Accordingly, it is respectfully requested that the abandonment holding be withdrawn and prosecution resumed as soon as possible.

Serial Number: 10/648,125 Filing Date: August 25, 2003

Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

#### CONCLUSION

It is Applicants' understanding that no fee is required for a petition to withdraw a holding of abandonment; see MPEP 711.03(c), and therefore no fee is enclosed. However, if a fee is required, please charge it to Deposit Account No. 19-0743.

The Examiner is invited to telephone Applicants' attorney at 408-278-4045 to facilitate prosecution of this application.

Respectfully submitted,

STEVE GROVE ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A. P.O. Box 2938

Page 2

Dkt: 2043.102US1

Minneapolis, MN 55402

408-278-4045

Date 8/9/2006

By

ary J. Johnson

Reg. No. 56,861

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Alexandria, VA 22313-1450 on this 9 day of August 2006.

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Signature

In re Patent Application of: Steve Grove et al.

METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-Title:

**BASED COMMERCE SYSTEM** 

Serial No.: 10/648,125

Receipt is hereby acknowledged for the following in the United States Patent and Trademark

Office:

CONTENTS: REQUEST FOR CONTINUED EXAMINATION (RCE) Transmittal (1 pg); Amendment Under 37 CFR § 1.116 (14 pages); Authorization to charge Deposit Account 19-0743 in the amount of \$250.00 to cover the fee for additional claims; Please charge the Deposit Account 19-0743 in the amount of \$790.00 to pay the RCE filing fee; Petition for Extension of Time in the prior application (1 page); authorization to charge the Deposit Account 19-0743 in the amount of \$1020.00 to pay the extension fee; and return postcard

Mailed: July / 2006

LJJ/pwr

Docket No.: 2043.102US1 Due Date: July 9, 2006 (Sun.)



In re Patent Application of: Steve Grove et al.

Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-

**BASED COMMERCE SYSTEM** 

Serial No.: 10/648,125

Receipt is hereby acknowledged for the following in the United States Patent and Trademark

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CONTENTS: REQUEST FOR CONTINUED EXAMINATION (RCE) Transmittal (1 pg); Amendment Under 37 CFR § 1.116 (14 pages); Authorization to charge Deposit Account 19-0743 in the amount of \$250.00 to cover the fee for additional claims; Please charge the Deposit Account 19-0743 in the amount of \$790.00 to pay the RCE filing fee; Petition for Extension of Time in the prior application (1 page); authorization to charge the Deposit Account 19-0743 in the amount of \$1020.00 to pay the extension fee; and return postcard

Mailed: July \( \brace{\omega} \) 2006

LJJ/pwr

Docket No.: 2043.102US1

Due Date: July 9, 2006 (Sun.)

# REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Subsection (b) of 35 U.S.C. § 132, effective on May 29, 2000, provides for continued examination of an utility or plant application filed on or after June 8, 1995.

See The American Inventors Protection Act of 1999 (AIPA).

Application Number	10/648,125 August 25, 2003			
Filing Date				
First Named Inventor	Steve Grove			
Group Art Unit	2162			
Examiner Name	Cam Y. Truong			
Attorney Docket Number	2043.102US1			
Customer No.	49845			

This is a Request for Continued Examination (RCE) under 37 CFR § 1.114 of the above-identified application entitled METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM. Submission required under 37 C.F.R. § 1.114

1. X Amendment Under 37 CFR § 1.116 (14 pages) is enclosed.

2. <u>X</u> Authorization to charge Deposit Account 19-0743 in the amount of \$250.00 to cover the fee for additional claims as calculated below.

			CLAIMS AS	AMENDED		100 (100 ) 100 (100 )
	(1) Claims Remaining After Amendment		(2) Highest Number Previously Paid For	(3) Present Extra	Rate	Fee
TOTAL CLAIMS	35	•	34	0	x 50 =	\$50.00
INDEPENDENT CLAIMS	4	-	3	1	x 200 =	\$200.00
[]MULTIPLE DEPI	\$0.00					
				- <del>*****</del>		\$250.00
TOTAL						

3. <u>X</u> Please charge Deposit Account 19-0743 in the amount of \$790.00 to pay the RCE filing fee.

The Commissioner is hereby authorized to credit overpayments or charge any fees set forth in 37 CFR §§ 1.16 4. X through 1.18 to Deposit Account No. 19-0743.

Petition for Extension of Time in the prior application (1 page) is enclosed along with authorization to charge Deposit 5. <u>X</u> Account 19-0743 in the amount of \$1020.00 to pay the extension fee.

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

Reg. No. 186,861

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day of July, 2006 te v

Name

AUG 1 4 2006 EXPEDITED PROCEDURE – EXAMINING GROUP 2162

PATENT PARENCE OF THE PARENCE OF THE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Steve Grove et al.

Examiner: Cam Y. T. Truong

Serial No.:

10/648,125

Group Art Unit: 2162

Filed:

August 25, 2003

Docket No.: 2043.102US1

Title:

METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-

**BASED COMMERCE SYSTEM** 

## **AMENDMENT & RESPONSE UNDER 37 C.F.R. 1.116**

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In response to the Final Office Action mailed <u>January 9, 2006</u>, please amend the application as follows:

This response is accompanied by a Petition, as well as the appropriate fee, to obtain a 3-month extension of the period for responding to the Office action, thereby moving the deadline for response from April 9, 2006 to July 9, 2006 (Sun.).

Filing Date: August 25, 2003

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METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

#### IN THE CLAIMS

Please amend the claims as follows.

(Currently Amended) A method of generating a listing in a network-based commerce 1. system, the method including:

receiving listing identification data from a user;

retrieving listing data based on the listing identification data;

searching a database of reference listing data to locate a similar listing;

receiving an indication from the user selecting the similar listing;

generating a proposed listing to present to the user, the proposed listing including the similar listing include the listing data;

prior to posting the listing, allowing the user to modify the listing data of the proposed listing, resulting in the to create a listing; and

posting the listing in a database of the network-based commerce system, wherein the listing, once posted, represents representing an offering of a good or service.

- (Previously Presented) The method of claim 1, which includes allowing the user to 2. accept the listing, prior to posting the listing.
- (Currently Amended) The method of claim 1, wherein the network-based commerce 3. system includes a database of listing data associated with at least one of a group including movies, music, games, books and motor vehicles.
- (Currently Amended) The method of claim 1, which includes: 4. generating a user interface with a plurality of fields; and populating the plurality of fields with the listing data.
- (Currently Amended) The method of claim 4, which includes providing a plurality of 5. check boxes, each of which are is associated with an attribute of the listing, and automatically without human intervention checking attributes based on the listing data.

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116 - EXPEDITED PROCEDURE

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Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

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6. (Original) The method of claim 5, which includes allowing the user to modify checks in

the check boxes.

7. (Currently Amended) The method of claim 1, wherein the listing data includes at least

one of a group including a title of the listing, a description of the listing, and an image related to

the listing.

8. (Canceled)

9. (Currently Amended) The method of claim 1, wherein the listing identification data is a

Vehicle Identification Number (VIN), the method including retrieving listing data including one

of a group including a model year of the vehicle, a manufacturer of the vehicle, a number of

doors of the vehicle, and an engine capacity of the vehicle.

10. (Currently Amended) The method of claim 1, wherein the listing identification data is

one of a group including a movie title and UPC code, the method including retrieving the listing

data in the form of details on the a movie.

11. (Currently Amended) The method of claim 1, wherein the listing identification data is

one of a group including a book title and UPC code, the method including retrieving the listing

data in the form of details on the a book.

12. (Currently Amended) The method of claim 1, wherein the listing identification data is

one of a group including a music title and UPC code, the method including retrieving the listing

data in the form of details on the a music item.

(Currently Amended) A machine-readable medium including a sequence of instructions 13. that, when executed by a machine, cause the machine to:

receive listing identification data from a user requesting posting of a listing on a networkbased commerce system;

retrieve listing data based on the listing identification data;

search a database of reference listing data to locate at least one similar listing;

receive an indication from a user to select a similar listing;

generate a proposed listing to present to the user, the proposed listing including the at least one similar listing include the listing data;

prior to the listing being posted, allow the user to modify the listing data in the proposed listing, resulting in the to create a listing; and

post the listing in a database of the network-based commerce system, wherein the listing, once posted, represents representing an offering of a good or service.

- (Previously Presented) The machine-readable medium of claim 13, wherein the user is 14. allowed to accept the listing, prior to posting the listing.
- (Currently Amended) The machine-readable medium of claim 13, wherein the network-15. based commerce system includes a database of listing data associated with at least one of a group including movies, music, games, books and motor vehicles.
- (Currently Amended) The machine-readable medium of claim 13, which causes the 16. machine to:

generate a user interface with a plurality of fields; and populate the plurality of fields with the listing data.

(Original) The machine-readable medium of claim 16, wherein a plurality of check 17. boxes are provided, each check box being associated with an attribute of the listing and selectively being automatically checked based on the listing data without human intervention. 18. (Original) The machine-readable medium of claim 17, wherein the user is allowed to modify checks in the check boxes.

19. (Currently Amended) The machine-readable medium of claim 13, wherein the listing data includes at least one of a group including a title of the listing, a description of the listing, and an image related to the listing.

20. (Canceled)

21. (Currently Amended) The machine-readable medium of claim 13, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, and the listing data includes one of a group including a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, and an engine capacity of the vehicle.

22. (Currently Amended) The machine-readable medium of claim 13, wherein the listing identification data is one of a group including a movie title and UPC code, and the listing data includes details on the a movie.

23. (Currently Amended) A network-based commerce system, which includes at least one server to:

receive listing identification data from a user requesting posting of a listing on a network-based commerce system;

retrieve listing data based on the listing identification data;

search a database of reference listing data to locate a similar listing;

receive an indication from the user to indicate a selection of the similar listing;

generate a proposed listing to present to the user, the proposed listing including the similar listing include the listing data;

prior to the listing being posted, allow the user to modify the listing data in the proposed listing, resulting in the to create a listing; and

post the listing in a database of the network-based commerce system, wherein the listing, once posted, represents representing an offering of a good or service.

- (Previously Presented) The system of claim 23, which allows the user to accept the 24. listing, prior to posting the listing.
- (Currently Amended) The system of claim 23, wherein the network-based commerce 25. system includes a database of listing data associated with at least one of a group including movies, music, games, books and motor vehicles.
- (Currently Amended) The system of claim 23, wherein the server generates a user 26. interface with a plurality of fields, and populates the plurality of fields with the listing data.
- (Currently Amended) The system of claim 26, which provides a plurality of check boxes, 27. each of which are is associated with an attribute of the listing, and automatically without human intervention checks attributes based on the listing data.
- (Original) The system of claim 27, which allows the user to modify checks in the check 28. boxes.
- (Currently Amended) The system of claim 23, wherein the listing data includes at least 29. one of a group including a title of the listing, a description of the listing, and an image related to the listing.
- 30. (Canceled)

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31. (Currently Amended) The system of claim 23, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, the listing data including one of a group including a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, and an engine capacity of the vehicle.

- 32. (Currently Amended) The system of claim 23, wherein the listing identification data is one of a group including a movie title and UPC code, and the system retrieves the listing data in the form of details on the movie.
- 33. (Currently Amended) The system of claim 23, wherein the listing identification data is one of a group including a book title and UPC code, and the system retrieves the listing data in the form of details on the book.
- 34. (Currently Amended) The system of claim 23, wherein the listing identification data is one of a group including a music title and UPC code, and the system retrieves the listing data in the form of details on the music.
- 35. (Currently Amended) The system method of claim 1, wherein the offering includes an auction listing.
- 36. (Currently Amended) The system method of claim 1, wherein the offering includes a fixed-price offering.
- 37. (New) A method, including:

receiving listing identification data from a user;

retrieving, from a database of reference listing data, a similar reference listing based on the listing identification data;

generating a proposed listings based on the retrieved similar listing; communicating the proposed listing for selection by the user; and

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116 – EXPEDITED PROCEDURE

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responsive to selection of the proposed listing by the user, posting a listing as an offering of a good or service.

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(New) The method of claim 37, including updating the database of reference listing data 38. to include the listing when the selected proposed listing has been edited by the user.

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Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

#### **REMARKS**

This responds to the Office Action mailed on January 9, 2006. Claims 1, 3-5, 7, 9-13, 15, 16, 19, 21-23, 25-27, 29, and 31-36 are amended, claims 8, 20, and 30 are canceled, and claims 37 and 38 are added; as a result, claims 1-7, 9-19, 21-29, and 31-38 are now pending in this application.

### §102 Rejection of the Claims

Claims 1-4, 7, 9, 13-16, 19, 21, 23-26, 29, 31 and 35 were rejected under 35 U.S.C. § 102(e) for anticipation by Boyden et al. (U.S. Publication No. 2003/0036964 A1, hereinafter, "Boyden").

Applicants respectfully submit that the Office Action did not make out a *prima facie* case of anticipation for at least the following reasons:

## (1) The reference does not teach each and every claim element.

To anticipate a claim, the reference must teach every element of the claim. "A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." <u>Verdegaal Bros. v. Union Oil Co. of California</u>, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987).

Claim 1 recites:

A method of generating a listing in a network-based commerce system, the method including:

receiving listing identification data from a user;

searching a database of reference listing data to locate a similar listing;

receiving an indication from the user selecting the similar listing;

generating a proposed listing to <u>present to the user</u>, the proposed listing including the similar listing;

allowing the user to modify the listing data of the proposed listing to create a listing; and posting the listing in a database of the network-based commerce system, wherein the listing, once posted, represents an offering of a good or service. (Emphasis added).

Boyden describes using a computer for presenting vehicles for sale at an electronic auction by providing validated data regarding a specific vehicle that is to be presented for sale at the electronic auction. The accuracy of the data can be validated by comparing initial data

regarding the vehicle provided by the seller with corresponding reference data to produce the validated data.

Claim 1 has been amended to include substantially the same limitations of dependent claim 8. As conceded by the Office Action, Boyden does not, "explicitly teach the claimed limitations 'searching a database of reference listing data to locate at least one similar listing; presenting the at least one similar listing to the user; monitoring user selection of a similar listing; retrieving selected listing data associated with the similar listing to generate the listing," as recited in claim 8. (Office Action, page 15).

Consequently, Boyden does not teach each element of claim 1 as amended. Therefore, for at least the reasons set forth above, claim 1 and the claims dependent therefrom are not anticipated by Boyden, and it is respectfully requested this rejection under § 102 be removed. The same arguments that apply to claim 1 apply to independent claims 13 and 23 and their associated dependent claims, and accordingly it is respectfully requested the rejection of these claims under § 102 be removed.

#### §103 Rejection of the Claims

Claims 8, 20 and 30 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Boyden et al. in view of Linden et al. (U.S. 6,266,649, hereinafter, "Linden").

The Examiner has the burden under 35 U.S.C. § 103 to establish a *prima facie* case of obviousness. *In re Fine*, 837 F.2d 1071, 1074, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988). To do that the Examiner must show that some objective teaching in the prior art or some knowledge generally available to one of ordinary skill in the art would lead an individual to combine the relevant teaching of the references. *Id*.

The M.P.E.P. adopts this line of reasoning, stating that:

In order for the Examiner to establish a prima facie case of obviousness, three base criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. The teaching or suggestion to make the claimed combination and the reasonable expectation of success must both be found in the prior art, and not based on applicant's disclosure. M.P.E.P. § 2142 (citing In re

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METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

Vaeck, 947 F.2d 488, 20 USPQ2d 1438 (Fed.Cir. 1991)).

Claim 1 has been amended to include the same limitations of its dependent claim 8. Adding the teachings of Linden does not cure the deficiencies of Boyden as suggested by the Office Action.

Specifically, neither Boyden nor Linden discuss:

... searching a database of reference listing data to locate a similar listing; receiving an indication from the user selecting the similar listing; generating a proposed listing to present to the user, the proposed listing including the similar listing;

allowing the user to modify the listing data of the proposed listing to create a listing; and posting the listing in a database of the network-based commerce system, wherein the listing, once posted, represents an offering of a good or service. (Emphasis added).

Linden discusses a recommendations service to recommend items to individual users based on a set of items that are known to be of interest to a user, such as a set of items previously purchased by the user. The service is used to recommend products to users of a merchant's Web site. (Abstract).

The Office Action mischaracterizes Linden with respect to the claimed elements. The Office Action states:

Linden teaches the claimed limitations: "searching a database of reference listing data to locate at least one similar listing" as to generate a set of recommendations for a given user, the service retrieves from the table the similar items lists corresponding to items already known to be of interest to the user, and then appropriately combines these lists to generate a list of recommended items. The above information shows that the table is searched for retrieving the similar items lists corresponding to items already known to be of interest to the user. The set of recommendations is represented as at least one similar listing (col. 3, lines 7-10). (Office Action, page 15). (Emphasis added).

and

...generating a set of recommendations for a given user by retrieving from the table the similar items lists corresponding to items already known to be of interest to the user, displaying the set of recommendations and select a link associated with one of the recommended items to view the product information page for that item and selecting a link associated with one of the recommended items to view the product information page for that item to Boyden's system in order to save time for searching a particular type or category of item and further to provide the most relevance information based on user's selection.

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METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

(Office Action, page 16 to top of page 17). (Emphasis added).

However, Linden's discussion of searching a database is confined to a service to generate recommendations of products that a user may be interested in based on such information as prior purchases, then displays those recommended products as selectable links that when selected provide additional information on the product for purchase via a merchant website.

In contrast, claim 1 recites, "searching a database of reference listing data to locate a similar listing," "receiving an indication from the user selecting the similar listing," and "generating a proposed listing to present to the user, the proposed listing including the similar listing." While the recommended list in Linden can be a list of products based on the user's prior purchases, it is certainly not a proposed listing which may be modified by the user to create a listing, which once posted, represents an offering of a good or service.

Combining Boyden's method of accurately validating data from a user (seller) by comparing initial data regarding the vehicle provided by the seller with corresponding reference data to produce validated data to what is disclosed in Linden does not cure Linden's defects.

In summary, combining the teachings of Boyden with the teachings of Linden does not render claim 1 obvious for at least the reasons set forth above. Therefore, claim 1 and all claims dependent therefrom are patentable over the cited art and it is respectfully requested this rejection under § 103 be removed. The arguments provided above with respect to claim 1 also apply to independent claims 13, and 23 and their associated dependent claims. Consequently, these claims are also patentable over Boyden in view of Linden and it is respectfully requested any rejection to these claims under § 103 be removed.

Claims 5-6, 17-18 and 27-28 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Boyden et al. in view of Erdelyi (U.S. 6,631,522, hereinafter, "Erdelyi"); claims 10, 22 and 32 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Boyden et al. in view of Maze et al. (U.S. 6,216,264, hereinafter, "Maze"); claims 11-12 and 33-34 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Boyden et al. in view of Ortega et al. (U.S. 6,144,958, hereinafter, "Ortega"); and claim 36 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Boyden et al. in view of Bezos et al. (U.S. 6,029,141, hereinafter, "Bezos").

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116 – EXPEDITED PROCEDURE

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METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

However, Boyden, alone or in combination with Erdelyi, Maze, Ortega or Bezos do not render claim 1 obvious because none of those reference disclose, inter alia, searching a database of reference listing data to locate at least one similar listing; receiving an indication of a selection of a similar listing; retrieving selected listing data associated with the similar listing; generating a proposed listing to present to the user, the proposed listing including the at least one similar listing, as recited in claim 1.

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Therefore, claim 1 and all claims dependent therefrom are patentable over these cited references. Additionally, the arguments provided above with respect to claim 1 also apply to independent claims 13 and 23 and there associated dependent claims.

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Filing Date: August 25, 2003 Title: METHOD AND

METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

## **CONCLUSION**

Applicants respectfully submit that the claims are in condition for allowance and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicants' attorney at 408-278-4045 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

STEVE GROVE ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

P.O. Box 2938

Minneapolis, MN 55402

408-278-4045

Date July 12,2006

y \_\_\_\_

Reg. No. 56.861

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....

Signature

PATENT

AUG 1 4 2006 S/N 10/648.1252

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Steve Grove et al.

**Examiner: Cam Truong** 

Serial No.:

10/648,125

Group Art Unit: 2162

Filed:

August 25, 2003

Docket No: 2043.102US1

Title

METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-

**BASED COMMERCE SYSTEM** 

## PETITION FOR A THREE-MONTH EXTENSION OF TIME

MS RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In accordance with the provision of 37 CFR § 1.136(a), it is respectfully requested that a three-month extension of time be granted in which to respond to the Final Office Action mailed January 9, 2006, said period of response being extended from April 9, 2006 to July 9, 2006 (Sun.).

Please charge Deposit Account No. 19-0743 in the amount of \$1020.00 to cover the required extension fee. Please charge any additional fees or credit overpayment to deposit Account No. 19-0743.

Respectfully Submitted

STEVE GROVE ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A

P.O. Box 2938

Minneapolis, MN 55402

408-278-4045

Date: July 10, 2006 By:

зу: \_\_\_

Larry/J/Johnson

Reg/No: 56,861

Name: Puter Reduffoni

Signature: